

Webinar # 3:
Introduction to the Technical
Assistance Team



November 13, 2009

Who is Here?

- Roles we play



Goals for Today

- Grantees will know who their TAS is and how to contact them.
- Grantees will know what topic areas the TAS can be of support in addressing.
- Grantees will understand the value of TA.



Agenda

- Overview of Technical Assistance
- Introduction of the TA Team
- TA Offerings Part I
- Question and Answer
- TA Offerings Part II
- Question and Answer



Philosophy of Technical Assistance

Project LAUNCH TA is:

- Provided through EDC's National Center on Youth Violence Prevention and Mental Health Promotion (NCYVPMHP)
- Strengthened through collaboration with the Safe Schools-Healthy Students TA team
- Designed to support each grantee in reaching their goals
- Relationship-based, responsive, and solution-oriented



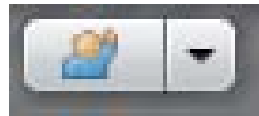
Background by the Numbers

- 12 new grantees
- 2 Team Leaders
- 4 TA Specialists
- 1 Communications Specialist
- 1 Tribal Specialist
- 1 Technology Specialist
- 1 Research Assistant



Raise Your Hand When You see Your TAS

**Click to
“raise your
hand”**



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Karen Craddock



TA Specialist

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Grantees:

**D.C., Massachusetts, New York
Kansas (temporary)**

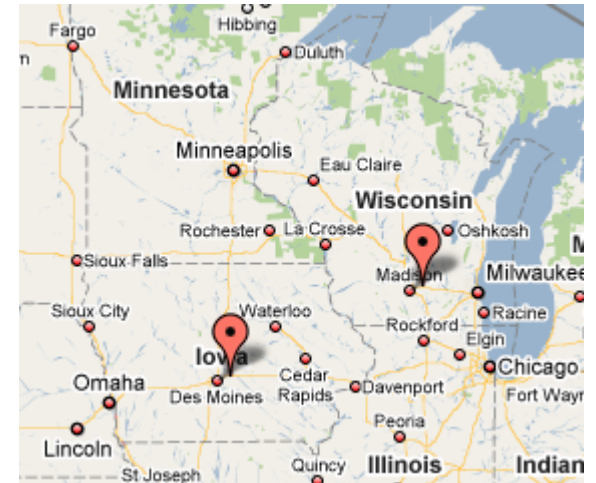


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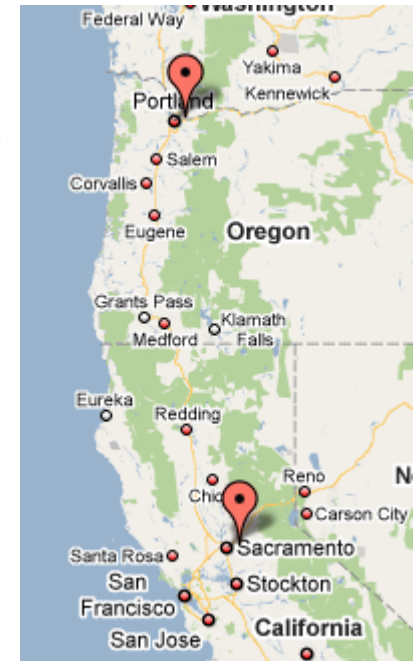


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Grantees:
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Susan Muenchow



TA Specialist

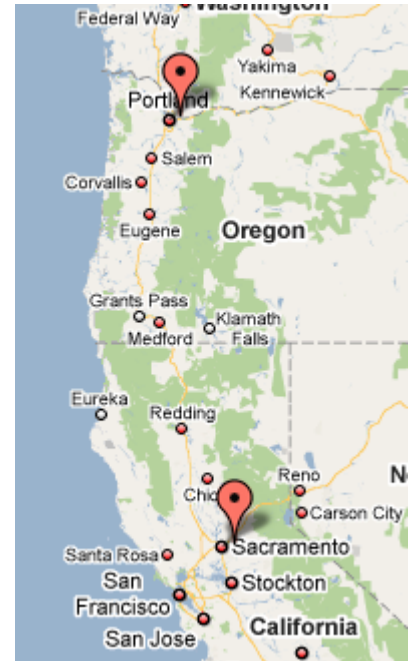
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Jenny Chan

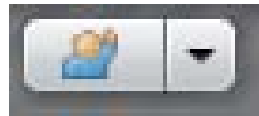


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Has Anyone Worked with TA Before?

**Click to
“raise your
hand”**



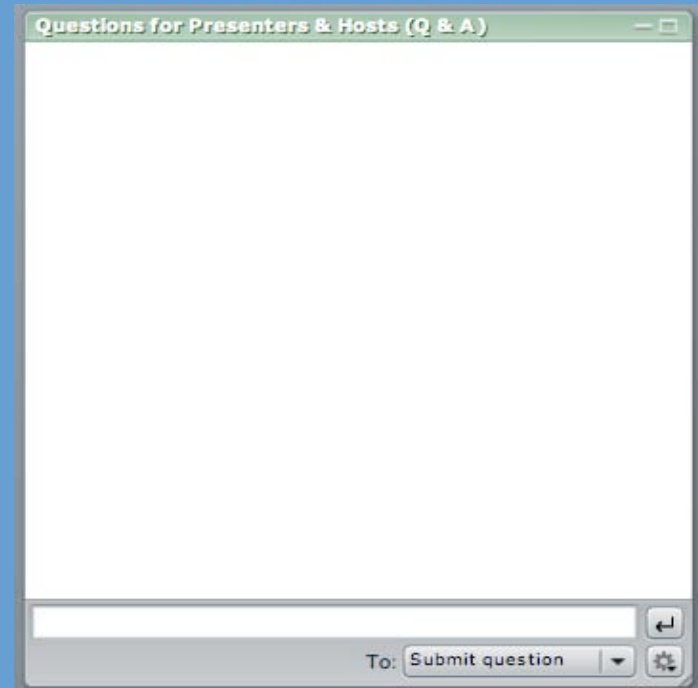
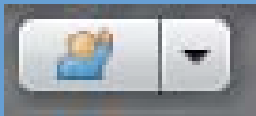
Poll Time

- Your interest in TA



Discussion of Potential Uses of TA

Click to
“raise your
hand” or



Technical Assistance

- Webinars/Website
- Tribal Work
- Communication

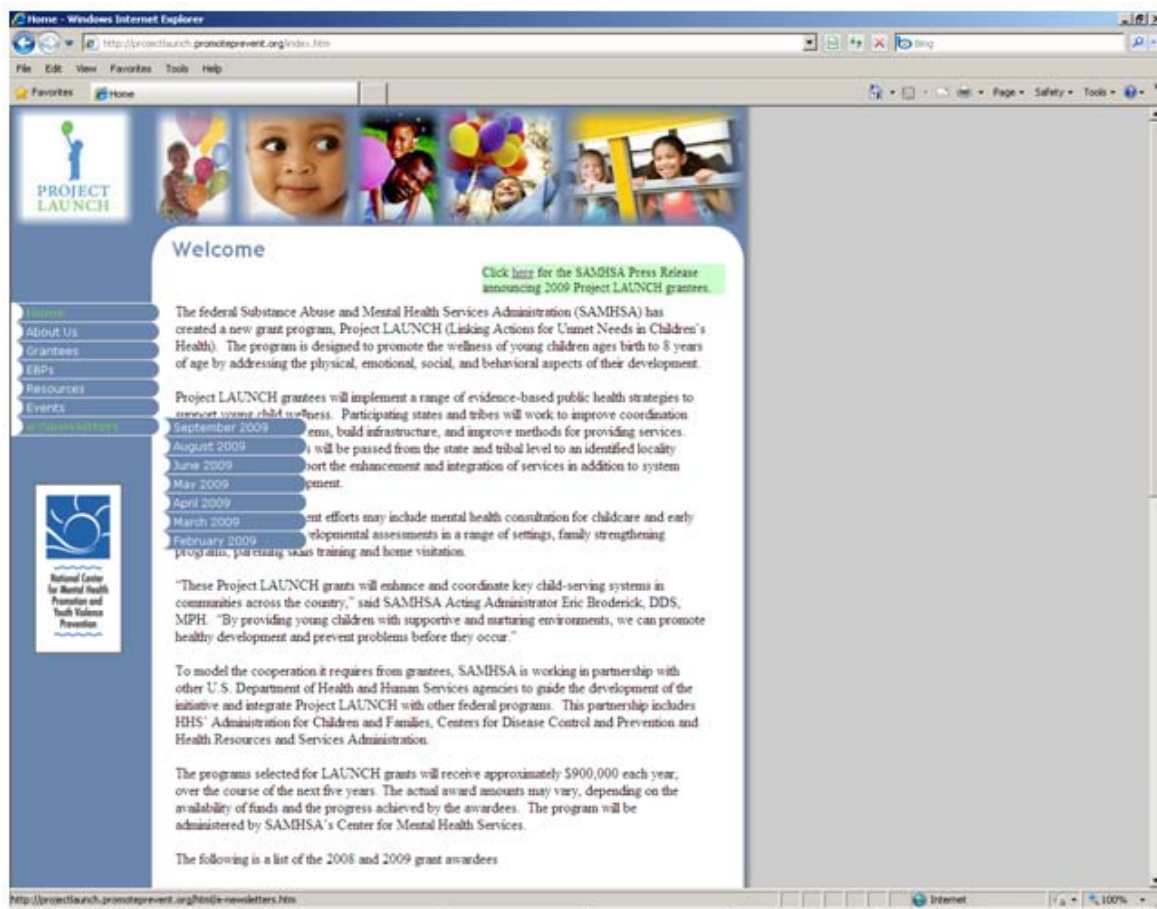


Building a Learning Community through Webinars

- Friday, November 20: Cross-Site Evaluation
- Wednesday, December 9: Environmental Scan/Strategic Plan
- Future topics determined by grantees



Project LAUNCH Interim Web site



Project LAUNCH Permanent Web site

National Center for Mental Health Promotion and Youth Violence Prevention

HOME ABOUT US CONTACTS FOR GRANTEES EVENTS

PROJECT LAUNCH

SYSTEMS CHANGE SERVICES & SUPPORTS IMPLEMENTATION COMMUNICATION SUSTAINABILITY EVALUATION RESOURCES

Promotion and Prevention

Promoting young child wellness is an investment in the future.

Welcome to the Project LAUNCH Web site

Project LAUNCH is a grant program of the Federal Substance Abuse and Mental Health Services Administration (SAMHSA) begun in 2008, to promote the wellness of young children both to age eight. Using a public health approach, Project LAUNCH focuses on enhancing the interrelated aspects of young children's development -- including their physical, emotional, social cognitive and behavioral growth. Project LAUNCH's mission is to have all young children reach their developmental potential, enter school ready to learn and experience success in the early grades.

SAMHSA currently funds 17 states and one tribe to each work in a designated community over five years to test evidence-based practices, improve collaboration among child-serving organizations, and integrate physical and mental health services and supports for children and their families. Lessons from these community-level experiences will be used to inform state-level systems change and policy development.

The site aims to inform you about LAUNCH's essential elements and share stories of grantee programs and lessons learned.

Standby

Related Projects

Safe Schools Healthy Students

Learn more about us, contact us, view our calendar of events.

National Center for Mental Health Promotion and Youth Violence Prevention

Learn more about us, contact us, view our calendar of events.

LAUNCH HIGHLIGHTS

Announcements
[SAMHSA Awards \\$10 Million Power Up Early Steps to Promote the Health and Wellness of Children in Communities across America](#)

Meetings
 Children 2010: Leading a New Era
 LAUNCH Links - August 2009

Newsletters
 LAUNCH Links - August 2009

Online Resources/Publications
[Strategies for Physical, Social and Behavioral Health: Based on the Public Health Approach to Programs for Youth Health Services](#)

Calendar

Click on the month or see the calendar in full page view.

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Connect to Other Grantees

Username: *

Password: *

Log In

Create new account
 Request new password



Supporting your work with Tribal Nations



Communications TA

- ***Using social marketing, media relations, public speaking and outreach strategies to reach your LAUNCH program goals***
- ***Benefits :***
 - *outreach to important groups -*
 - *new partnerships & collaboration*
 - *create buy-in, interest and participation*
 - ***> sustainability***



Communications TA

Some examples:

- Media Relations (NC press release)
- Print Program Materials (WA)
- Presentations (AZ)
 - PowerPoint presentations
- Electronic Media
 - Web Sites
 - Social Media



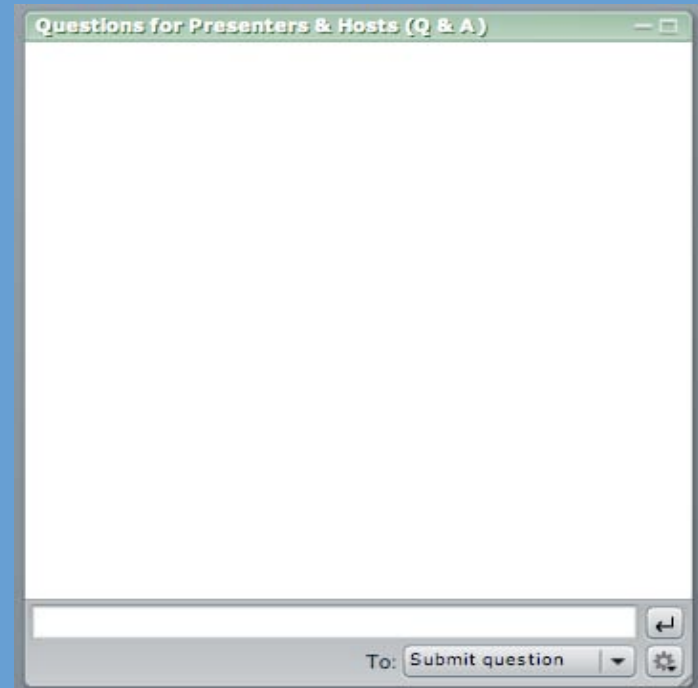
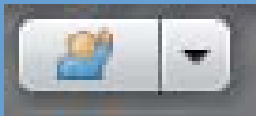
Communications Toolkit

- Web –based Tool
 - Project LAUNCH web site
- Creating a Communications Plan:
A Step-by-Step Approach
 - thinking through your strategy
 - sample plan
 - guiding questions
 - resources



Questions?

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Tailored Technical Assistance

- Calls with grantees
- On-site TA
- Support for Environmental Scan and Strategic Plan



Calls With Grantees



On-Site Technical Assistance

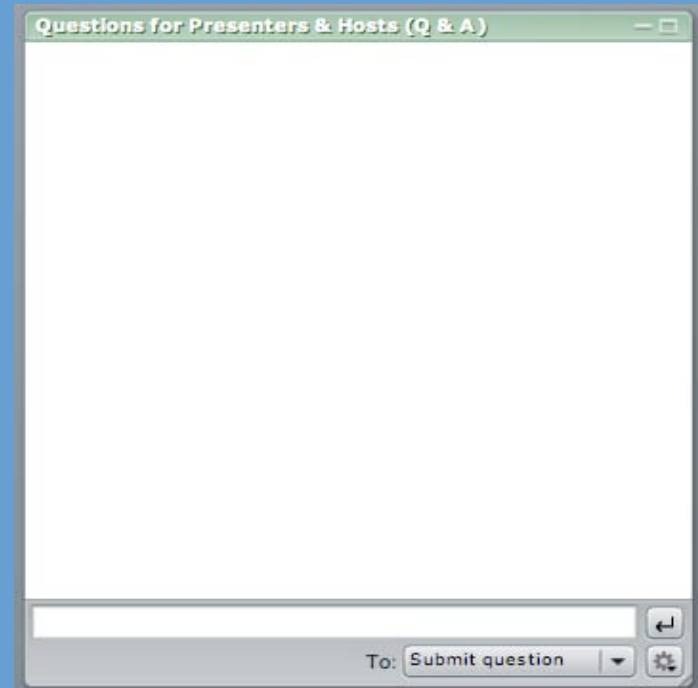
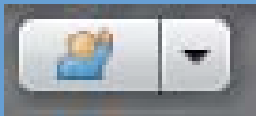


Support in Completing your Environmental Scan and Strategic Plan



Questions?

Click to
“raise your
hand” or



Contact List

Grantees	TA Specialist
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Save the Date!

Project LAUNCH Webinar # 4: Cross-Site Evaluation

Friday, November 20, 2009

1:00pm-2:30pm Eastern Standard Time

Environmental Scanning and Strategic Planning Webinar

Wednesday, December 9, 2009

1:00pm-2:30pm Eastern Standard Time

